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Southern Cross Media Group Announces Chris Jones as Director of Sport - TV, Audio and Streaming

Southern Cross Media Group has announced the appointment of Chris Jones to the newly created role of Director of Sport - TV, Audio and Streaming. Effective immediately, this company-wide position will lead sports strategy across the group.

In this new position, Jones will oversee the strategic direction of Seven and SCA's combined sport portfolios. He will be responsible for driving a unified sport strategy that scales and grows the group's footprint across broadcast television, audio, digital, publishing and social platforms, establishing an unmatched competitive advantage in the Australian media landscape. In addition, Jones will lead sports rights negotiations on behalf of the entire group, creating cross-platform deals that maximise value across the entire network.

A highly accomplished sports media executive, Jones brings more than two decades of industry experience to the position. Most recently serving as Director of Network Sport at Seven since July 2024, Jones has spent more than 16 years with the network in senior leadership and production roles, including six years as Executive Producer of 7Cricket. Throughout his career, Jones has been instrumental in delivering ratings successes and managing broadcasts for major sporting events, including the AFL, the Australian Open, the US Masters, the Rio Olympic Games and the Spring Racing Carnival.

This role brings together the respected assets of 7Sport, Triple M and LiSTNR under a single aligned structure establishing a combined sports content powerhouse. The complementary audience reach of the business is already delivering massive results. Cross-promotion on Seven has unlocked historic scale for Triple M and LiSTNR, while Triple M's unique audience has fuelled year-on-year streaming growth on 7plus across Cricket, the AFL, and Horse Racing.

Uniting these operations unlocks significant scale and resource efficiencies, driving more original programming and snackable content across all platforms to meet the needs of the modern sports consumer.

Chris Jones said: "It's a privilege to lead this merged team of some of the country's most talented on and off-air broadcasters. Working closely with Ewan Giles and the SCA sport team, we now have an incredible opportunity to capitalise on our strengths, allowing us to share talent, resources, and ideas seamlessly while protecting what makes each brand distinctive.



“Bringing our sports offering together marks a major evolution in content consumption. By elevating digital and social media alongside traditional TV and audio broadcasts, we will capture fans who engage with content far beyond our traditional assets. Every platform matters, every audience matters, and everyone on our team plays a role across all assets.”

“This team will heavily support, promote and launch our diverse scale of assets across the merged company - including our Western Australian products, 7NEWS, Sunrise and our entertainment slate across audio and TV, into every market around Australia.”

“Sport audiences want great coverage whenever and however they consume it. By bringing together 7SPORT, Triple M and LiSTNR sport, we are building Australia’s most complete sports media operation, delivering engaging content wherever you are, throughout the whole day.”

Managing Director - TV and Streaming, Angus Ross said: “Seven and SCA's dominance in sport is unmatched, and bringing both businesses together has provided a massive opportunity to maximise our footprint across broadcast and audio. Chris has an incredible track record with Seven and the broader sporting industry. Having worked closely with Triple M over the years, it makes perfect sense to extend his expertise across audio to lead negotiations across all pillars. Chris has live sport in his DNA and has spent over 20 years delivering every major sporting code across the country. He has the deep respect of the sporting codes and a proven history of delivering great outcomes for the game, and bringing all these assets together under one sports strategy is a massive win for our audiences and advertisers.”

Managing Director - Audio, John Kelly said: “Sport holds an unrivalled power to connect Australians, and this unified strategy delivers a massive competitive advantage. The SCA sports team already drives strong engagement through Triple M and LiSTNR, built on a legacy of passion, expert insight, and unmatched talent. By working closer with Seven under Chris’ leadership we are unlocking a powerful cross-medium ecosystem. For our audiences, it means the country’s most comprehensive sports coverage, and for our clients and partners, it provides an unprecedented scale to reach highly engaged fans at every hour of the day.”

Beyond dedicated sports programs, the unified sports division will play an active role in supporting, promoting, and launching entertainment and news assets across the entire company including 7NEWS, Sunrise, The Morning Show, Seven’s Western Australian assets, and the broader audio and TV platforms. For advertisers, the combined entity provides substantial scale and cross-platform synergy, offering the unique ability to reach diverse, highly engaged audiences at every hour of the day.

In his new role, Chris Jones will report to Seven’s Managing Director, TV and Streaming, Angus Ross, while working closely with Managing Director and CEO, Rohan Lund and the



business' core strategic pillars including Managing Director - Audio, John Kelly and SWM WA CEO, Maryna Fewster to drive the joint strategy. Head of Sport Content - Audio, Ewan Giles will report directly to Jones, driving seamless operational synergy across the unified SCA and Seven sports teams.

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About Southern Cross Media Group

Southern Cross Media Group (ASX: SXL) is one of Australia's most prominent media companies, with a market-leading presence across broadcast television, audio, publishing and digital.

The company owns some of Australia's most renowned media businesses and platforms, including Seven, 7two, 7mate, 7flix and 7Bravo; 7plus; 7NEWS.com.au; LiSTNR; the Hit and Triple M radio networks; The Nightly; The West Australian; The Sunday Times; and PerthNow.